

## ORDER



**Orders**  
**Order / Rev:** 56959  
**Alt Order #:** 09820464  
**Product Desc:** OBAMA FOR AMERICA A  
**Estimate:** 1798  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 09/17/12 / 09/17/12  
**Order Type:** CIA - O

## CBS 47

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Greer Margolis Mitchell  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** Presidential Elections  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	60	\$16,765.00	\$14,250.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	60	\$16,765.00	\$14,250.25	0.00
<b>Totals</b>	<b>60</b>	<b>\$16,765.00</b>	<b>\$14,250.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
CBS 47	23%	\$16,765.00
Market	100%	\$72,891.30

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	1%	\$728.91
ETEV	0%	\$0.00
UNKWN	61%	\$44,463.70
WAWS	15%	\$10,933.70
WCWJ	0%	\$0.00
WJXT	0%	\$0.00
WJXX	0%	\$0.00
WTLV	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTEV	09/18/12	09/24/12	Action News @ 6a Action News @ 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
ACTION NEWS @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			3			\$40.00		0.00			
2	WTEV	09/18/12	09/24/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	3	\$20.00	P-3	0.00	NM	3	\$60.00
ACTION NEWS @ 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--			3			\$20.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTEV	09/18/12	09/24/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	3	\$20.00	P-3	0.00	NM	3	\$60.00
ACTION NEWS @ 5															
3	WTEV	09/18/12	09/24/12	Action News @ 530a Action News @ 530a	CM	5:30 AM-6:00 AM	MTWTF--	:30	3	\$25.00	P-3	0.00	NM	3	\$75.00
ACTION NEWS @ 530A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			3			\$25.00			0.00		
4	WTEV	09/18/12	09/24/12	Action News @ 6a Action News @ 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	3	\$40.00	P-3	0.00	NM	3	\$120.00
ACTION NEWS @ 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			3			\$40.00			0.00		
5	WTEV	09/18/12	09/24/12	CBS This Morning CBS Morning News	CM	7:00 AM-9:00 AM	MTWTF--	:30	3	\$35.00	P-3	0.00	NM	3	\$105.00
EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			3			\$35.00			0.00		
6	WTEV	09/22/12	09/22/12	CBS This Morning Satur Saturday Early Show	CM	8:00 AM-10:00 AM	-----S-	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
SATURDAY EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	-----S-			1			\$40.00			0.00		
7	WTEV	09/23/12	09/23/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-10:30 AM	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
CBS SUN MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/17/12	09/23/12	-----S			1			\$300.00			0.00		
8	WTEV	09/18/12	09/24/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM	MTWTF--	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			3			\$300.00			0.00		
9	WTEV	09/18/12	09/24/12	M-F 4p-430p Judge Joe Brown	CM	4:00 PM-4:30 PM	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
JUDGE JOE BROWN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			3			\$100.00			0.00		
10	WTEV	09/18/12	09/24/12	M-F 430p-5p Judge Judy	CM	4:30 PM-5:00 PM	MTWTF--	:30	3	\$140.00	P-3	0.00	NM	3	\$420.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			3			\$140.00			0.00		
11	WTEV	09/18/12	09/24/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	MTWTF--	:30	2	\$230.00	P-3	0.00	NM	2	\$460.00
ACTION NEWS @ NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			2			\$230.00			0.00		
12	WTEV	09/18/12	09/24/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
ACTION NEWS @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			3			\$200.00			0.00		
13	WTEV	09/18/12	09/24/12	Action News @ 530p Action News @ 530p	CM	5:30 PM-6:00 PM	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
ACTION NEWS @ 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/18/12	09/24/12	MTWTF--			2			\$200.00			0.00		
14	WTEV	09/18/12	09/24/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
ACTION NEWS @ 6P															

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CBS 47

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14	WTEV	09/18/12	09/24/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
ACTION NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					3	\$200.00		0.00			
15	WTEV	09/18/12	09/24/12	CBS Evening News CBS Evening News	CM	6:30 PM-7:00 PM	MTWTF--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
CBS EVENING NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					2	\$300.00		0.00			
16	WTEV	09/22/12	09/22/12	Sa Prime Access Rotato Sa-Su Prime Access Rotato	CM	7:00 PM-8:00 PM	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
ACTION NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$225.00		0.00			
17	WTEV	09/23/12	09/23/12	Su Action News @ 630p Su Action News @ 630p	CM	6:30 PM-7:00 PM	-----S	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
ACTION NEWS @ 630P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$100.00		0.00			
18	WTEV	09/18/12	09/24/12	M-F 7p Judge Judy	CM	7:00 PM-7:30 PM	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					3	\$200.00		0.00			
19	WTEV	09/18/12	09/24/12	M-F 730p Two And A Half Men	CM	7:30 PM-8:00 PM	MTWTF--	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
TWO AND A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					2	\$250.00		0.00			
20	WTEV	09/22/12	09/22/12	Sa Prime Access Rotato Sa-Su Prime Access Rotato	CM	7:00 PM-8:00 PM	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$225.00		0.00			
21	WTEV	09/18/12	09/24/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	MTWTF--	:30	3	\$220.00	P-3	0.00	NM	3	\$660.00
ACTION NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					3	\$220.00		0.00			
22	WTEV	09/18/12	09/24/12	Letterman Letterman	CM	11:35 PM-12:35 AM	MTWTF--	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					2	\$80.00		0.00			
23	WTEV	09/18/12	09/24/12	Late Late Show Late Late Show	CM	12:35 AM-1:35 AM	MTWTF--	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
FERGUSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/18/12	09/24/12	MTWTF--					2	\$20.00		0.00			
24	WTEV	09/22/12	09/22/12	Sa 1135p-1205a Sa 1135p-1205a	CM	11:35 PM-12:05 AM	-----S-	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
TWO AND A HALF MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$60.00		0.00			
25	WTEV	09/23/12	09/23/12	Su Action News @ 11p Su Action News @ 11p	CM	11:00 PM-11:35 PM	-----S	:30	1	\$220.00	P-3	0.00	NM	1	\$220.00
ACTION NEWS @ 11/SPORTS360															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$220.00		0.00			
26	WTEV	09/23/12	09/23/12		CM	11:35 PM-12:05 AM	-----S	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00

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Advertiser: Obama/D/President  
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CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Su 1135p-1205a											
				Su 1135p-1205a											
				TWO AND A HALF MEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$75.00		0.00			
27	WTEV	09/18/12	09/18/12	Tue Reg 2	CM	9:00 PM-10:00 PM	T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
				NCIS: Los Angeles											
				NCIS: LOS ANGELES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----					1	\$3,500.00		0.00			
28	WTEV	09/19/12	09/19/12	Wed Reg 2	CM	9:00 PM-10:00 PM	--W----	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
				Criminal Minds											
				CRIMINAL MINDS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W----					1	\$1,700.00		0.00			
29	WTEV	09/23/12	09/23/12	Sun Reg 2	CM	8:00 PM-9:00 PM	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				THE AMAZING RACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$1,800.00		0.00			
30	WTEV	09/24/12	09/24/12	M-F 7p	CM	7:00 PM-7:30 PM	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
				Judge Judy											
				JAGUARS ALL ACCESS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$1,800.00		0.00			
													Totals	60	\$16,765.00